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CLAIMS.

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Claims 1 to 13 are Canceled.

Claims 14 to 25 are New.

1. (Canceled.)
2. (Canceled.)
3. (Canceled.)
4. (Canceled.)
5. (Canceled.)
6. (Canceled.)
7. (Canceled.)
8. (Canceled.)
9. (Canceled.)
10. (Canceled.)
11. (Canceled.)
12. (Canceled.)
13. (Canceled.)

14. (New). A cosmetic or pharmaceutical composition for the treatment of diaper dermatitis, and comprising; (i) An ion-pair composition of a divalent metal cation and a zeolite anion, and (ii) A cosmetically or pharmaceutically acceptable carrier base.

15. (New). A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair composition is selected from a group of aluminosilicates that are either in a hydrated or in an anhydrous form.

16. A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair is selected from zinc zeolite, or titanium zeolite, or calcium zeolite, or manganese zeolite, or copper zeolite, or magnesium zeolite, or a combination thereof.
17. (New). A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair composition is zinc zeolite.
18. (New). A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair is made by an in-situ process by mixing of an organic or inorganic zinc salt and an alkali metal zeolite.
19. (New). A composition according to claim 14, wherein a cosmetically or pharmaceutically acceptable carrier base is selected from a lotion, cream, gel, spray, thin liquid, body splash, mask, serum, solid cosmetic stick, lip balm, shampoo, liquid soap, bar soap, bath oil, paste, salve, collodion, impregnated patch, impregnated strip, skin surface implant, or diaper.
20. (New). A composition according to claim 14, wherein the cosmetically or pharmaceutically acceptable carrier base is selected from the group comprising traditional water and oil emulsions, suspensions, colloids, micro-emulsions, clear solutions, suspensions of nanoparticles, emulsions of nanoparticles, or anhydrous compositions.
21. (New). A composition according to claim 14, wherein an anti-inflammatory agent is included, which is selected from Cyclo-oxygenase inhibitor, Lipoxygenase inhibitor, Ascorbic acid, Ascorbic acid derivatives, Vitamin E, Vitamin E derivatives, Tocotrienol, Rutin, Quercetin, Hesperedin, Diosmin, Mangiferin, Mangostin, Cyanidin, Astaxanthin, Lutein, Lycopene, Resveratrol, Tetrahydrocurcumin, Rosmarinic acid,

Hypericin, Ellagic acid, Chlorogenic acid, Oleuropein, alpha-Lipoic acid, Glutathione, Andrographolide, Grapeseed extract, Green Tea Extract, Polyphenols, Pycnogenol, White Tea extract, Black Tea extract, (Andrographolide, Camosine, Niacinamide, and Emblica extract. Anti-inflammatory composition can additionally be selected from, but not limited to, Horse Chestnut Extract (*Aesculus hippocastanum* extract)), Esculin, Escin, Yohimbine, Capsicum Oleoresin, Capsaicin, Niacin, Niacin Esters, Methyl Nicotinate, Benzyl Nicotinate, Ruscogenins, Diosgenin, Fenugreek, Emblica extract, Asiaticoside, Boswellia Extract, Sericoside, Visnadine, Thiocolchicoside, Grapeseed Extract, Ginger Root Extract, Piperine, Vitamin K, Melilot, Glycyrrhetic acid, Ursolic acid, Sericoside, Darutoside, Amni visnaga extract, extract of Red Wine, apigenin, phytosan, luteolin, and combinations thereof.

22. A composition according to claim 14, wherein an ion-pair composition of a quaternary ammonium cation and a zeolite anion is included, which is selected from Stearalkonium zeolite, Cetrimonium zeolite, behentrimonium zeolite, Dicetyl dimonium zeolite, Benzalkonium zeolite, Polyquaternium Zeolite, Polyquaternium-1 zeolite, Polyquaternium-2 zeolite, Polyquaternium-3 zeolite, Polyquaternium-4 zeolite, Polyquaternium-5 zeolite, Polyquaternium-6 zeolite, Polyquaternium-7 zeolite, Polyquaternium-10 zeolite, Polyquaternium-11 zeolite, Polyquaternium-16 zeolite, Polyquaternium-44 zeolite, Polyquaternium-46 zeolite, Polyquaternium-59 zeolite, Cinnamidopropyltrimonium zeolite), Quaternium-82 zeolite, Quaternium-7 zeolite, Quaternium-10 zeolite, Quaternium-79 zeolite, Quaternium-79 zeolite, silicone quaternium zeolite, and combinations thereof.

23. (New). A composition according to claim 14, wherein a skin protectant agent is included, which is selected from Allantoin, petrolatum,

white petrolatum, Cod liver oil, Lanolin, Mineral oil, Talc, Topical starch, dimethicone, calamine, kaolin, zinc oxide, and combinations thereof.

24. (New). A composition according to claim 14, wherein a water retentive agent is included, which is selected from calcium sulfate, magnesium sulfate, calcium chloride, clays, silica gels, water absorbent organic polymers, water retentive cellulose, starch, inulin derivatives, carbomers, veegum, dehydro xanthan, cotton, paper fibers, ion exchange resins, chitosan, psyllium husk, algin, agar, carrageenan, gelatin, pectin, locust bean gum, gum arabica, xanthan gum, gellan gum, purified seaweeds, alginate salts, rice bran husk, oat flour, oat protein, colloidal oat protein, soya flour, soya protein, wheat flour, wheat protein, milk powder, milk protein, egg powder, egg protein, casein, rice flour, corn starch, modified starches, rice starch, tapioca starch, inulin, hydrolyzed inulin, soya fibers, cotton fibers, cellulose, modified celluloses, sugars, modified carbohydrates, fenugreek fibers, silk fibers, clay, zeolite, anhydrous zeolite, fumed silica, porous silica, alumina, plant gum, and combinations thereof.

25. (New). A composition according to claim 14, wherein skin cleansers, surfactants, skin and hair conditioning agents, vitamins, hormones, minerals, plant extracts, collagen and elastin synthesis boosters, UVA/UVB sunscreens, concentrates of plant extracts, emollients, moisturizers, humectants, silicones, skin soothing ingredients, antimicrobial agents, antifungal agents, treatments for skin infections and lesions, blood microcirculation improvement, skin redness reduction benefits, analgesics, skin penetration enhancers, solubilizers, anesthetics, colorants, perfumes, preservatives, seeds, broken seed nut shells, silica, clays, beads, polyethylene balls, mica, pH adjusters, and processing aids are included.